

Course Syllabus

1. Course number and name: 028COMMS1 Communication skills
2. Credits and contact hours: 2 ECTS credits, 1x1:15 course hours
3. Instructor's or course coordinator's name: Mrs Rola ESTEPHAN
4. Text book :
 - TEDX speeches on line: <https://www.ted.com/talks>
 - Courtland L Bovée and John V. Thill, My BCommLab with Pearson Etext - For Business Communication Today, Pearson Ed.
 - a. other supplemental materials:
Professor textbook and course material
5. Specific course information
 - a. catalog description :
This course is offered under the category “Elective general USJ course – option Multidisciplinary units” and it aims to initiate future social actors to the techniques and tools of oral and especially nonverbal communication considering different groups of interlocutors.
 - b. prerequisites : None
 - c. Required/Elective/Selected Elective: Elective
6. Specific goals for the course
 - a. specific outcomes of instruction
 - Valorize the linguistic tool with correct formulation according to the presented occasion (interview, speech, meeting...)
 - Comprehend the importance of gestures during communication, their meaning and their interpretation and valorize this knowledge during the communication
 - Highlight self and self's work, product or cause during an interview or a meeting
 - Leave a good impression after a communication
 - Manage a conversation to one's profit (have a positive feedback)
 - b. KPIs addressed by the course.

KPI	d1	g2			
Covered	x	x			
Assessed	x	x			
Give Feedback	x	x			

7. Topics and approximate lecture hours :

- I. Introduction to communication and its importance in business – Class discussion, Text reading (1 Lecture)
- II. Different kinds of interpersonal communication – Class discussion, Debate (2 Lectures)
- III. Oral nonverbal communication techniques (paralanguage: eye contact, hand gestures, posture, use of space, distance, silence, looks, movement...) – Class discussion, Text reading, Online speeches consultation, Class exercise: mimics (3 Lectures)
- IV. Adapting communication to different audiences: messages to deliver – Class discussion and exercise, Personal mini-presentations (2 Lectures)
- V. Symbolism in communication (personal brand image...) – Class discussion and exercise, Personal mini-presentations (2 Lectures)
- VI. Leadership in communication (developing charisma, clear and persuasive communication) – Class discussion, Speech training, Online speeches consultation (2 Lectures)
- Final speech presentation (2 Lectures)